

### Ralf Burbaum



#### Background

- Board, Business Unit Manager, CEO at Machinery and Plant Engineering company with group structure.
- General Management, Strategy- and Implementation Management
- International Executive positions in the fields of Marketing / Sales for technical components / projects
- Paper Industry, Hydro Power, Textile Industry (technical textiles)
- Master of Applied Physics  
Cert. Human Resources Manager  
Insead TGM

#### Executive Search

- Search and selection of highly qualified national and international executives and specialists as well as all functional areas of your business in the following industries:  
Machinery and plant engineering, mechanical engineering, renewable Energy (hydro / wind power), textile industry (technical), paper industry, automation and measurement technology, materials science

#### Human Resources Development

- Aptitude assessment for specialists and managers
- Competence analysis and performance checks
- Systematic organization and personnel development
- Talent Management

#### Business Consulting

- Strategy and corporate development - profitable growth
- Development, optimization and activity control of sales organizations
- Organizational sales excellence processes - market development, key account management, opportunity management, financial value proposition, systematic sales talk, sales negotiation, customer relationship management
- Management, leadership and coaching for sales organisations
- Digital transformation for marketing and sales
- Development of an agile and customer-centric process organization